METHOD AND SYSTEM FOR MARKETPLACE SOCIAL PROXIES

ABSTRACT OF THE DISCLOSURE

The present invention relates to a method for providing an electronic environment for facilitating user interaction with a business. The method displays an abstract graphical proxy for the environment, displays an abstract graphical proxy for at least one consumer within the environment, and provides the consumer with interactive business facilities. The environment is a marketplace structured by the business. The environment includes a chat application. The chat application includes one of private chat and public chat. The environment comprises interactive applets. Each consumer proxy is individualized according to consumer input or each consumer proxy is individualized according to consumer activity.